

Postal Guide

This mailing template reflects current postal requirements and these requirements allow for the proper automated handling of your postcards. Please make sure your layout complies with this template. Valid as of 2015.

MAILER
PLACEMENT
for FOLDED
PRODUCTS

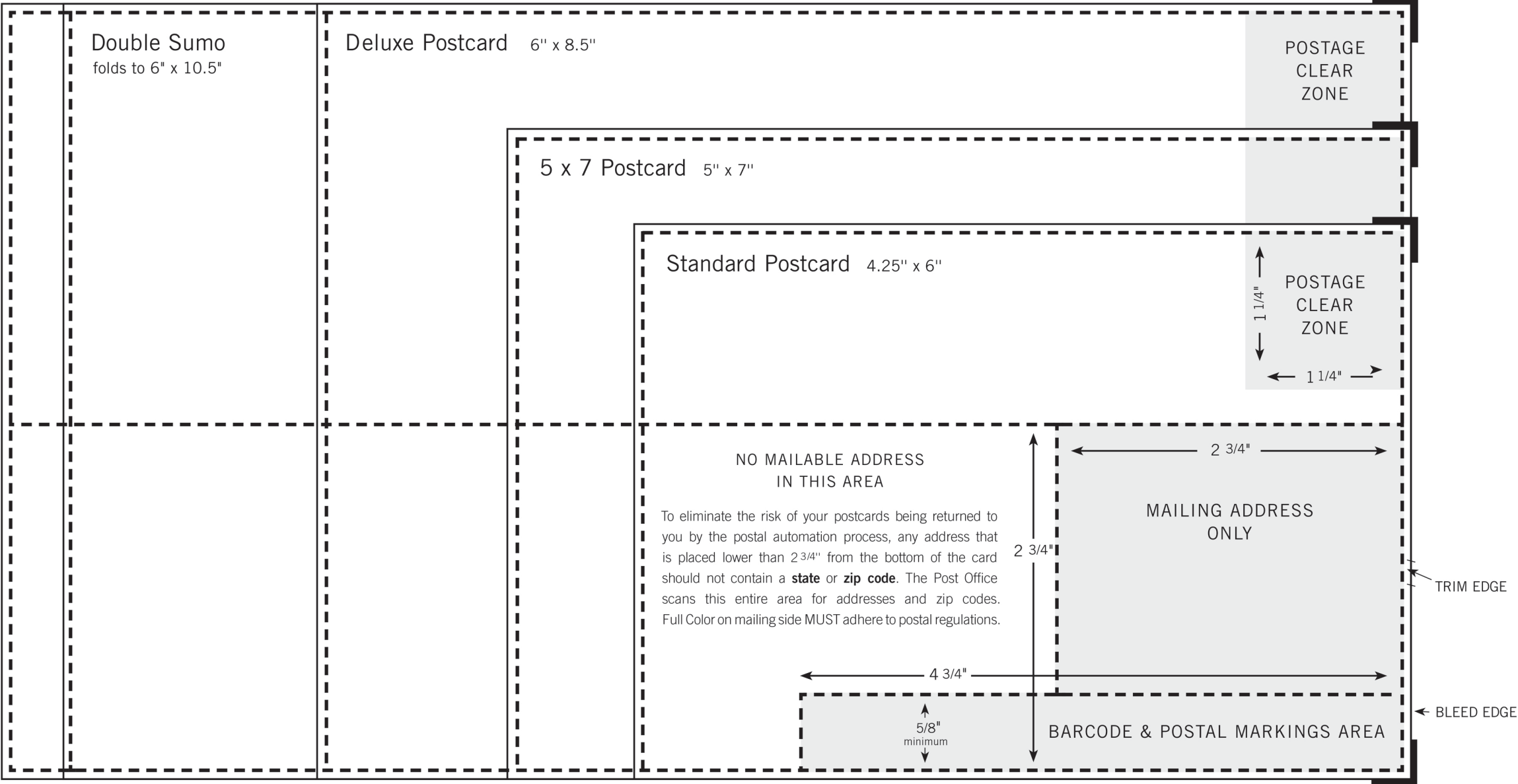
The mailing section must be on an **EXTERIOR** panel.
The fold must be positioned at the bottom, with the open edge at the top.
On a tri-fold the mailing section must be on Panel 2 (the **middle** panel) of the exterior.
Panoramic products must have the fold on the right (leading edge) and open on the left

ASPECT
RATIO

For custom card sizes, the dimensions of the mailing peice must have an aspect ratio between 1.3 and 2.5.
To find the aspect ratio: divide the length of the peice by height. The resulting number must be more than 1.3 and less than 2.5.

Sumo Size 6" x 11"

ALIGN INDICIA AREA WITH
TOP RIGHT CORNER OF MAILING PANEL



AVOID THE
SHADED
AREAS

If you are mailing your cards, the shaded areas should be clear of any text. **The mailing address is the only text allowed in this area and should not interfere with the barcode area. Any background images in this area should be at 7% density or less.** Unless instructed otherwise, we will automatically comply with these guides when typesetting your card.

ALIGN ADDRESS AREA AND BARCODE AREA
WITH LOWER RIGHT CORNER OF MAILING PANEL